



## **Archery Bow Strings Company Introduces New Invisa-Loop Served End Loops**

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60X Custom Bow Strings in Cowansville, PA, has announced that they will be introducing new Invisa-Loop served end loops on all custom compound bow strings. This new style of end loops will make the best bowstrings in the industry even better.

Brad Patsy of 60x Custom Strings states, "Over the years tens of thousands have fallen in love with our bow strings, but the one thing that has always bothered us at 60X was the appearance of our tagged end loops. At times the wraps would spread during the pre-stretch process or the loop transition area would be a little on the bulky side. By utilizing an ultra-small diameter end loop material we are able to eliminate both of these issues with the new Invisa-Loop."

The company says that after three years of testing end loop materials and designing specialized equipment and processes, they believe the new Invisa-Loop combines the best performance, durability and appearance all in one. The end loop of a bow string is very important especially on today's high performance bows. With narrow cam tracks, sharp bends and aggressive cams the custom bow string end loops have tight size standards in order to keep performance and durability.

Patsy states that the first challenge was finding the perfect end loop serving material. "It seemed that every time we thought we had found the perfect material there would be an issue of some sort. We needed a material that was durable, small diameter, available in multiple colors and it must look good. After testing over a dozen materials inside and outside of the industry we finally found exactly what we had been searching for," he says.

Patsy explains that the next challenge was to incorporate this new material into their build process. He says, "Originally this was going to be a major change but after a couple days of brainstorming this actually turned out to be a blessing in disguise. We were able to modify our layup machines to not only accept the new material but also wrap both bow string colors simultaneously. This change allows every end loop to be served the exact same and guarantees a perfectly balanced bow string."

Patsy states that the company is committed to creating the very best 60x bow strings. He adds that they are always testing new materials, equipment and processes to ensure that they are using the best of each. The new Invisa-Loop is the latest in a long line of product developments that he says the company is proud to use at 60X Custom Bowstrings.

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